

Already approved

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Manufacturer's Coupon Expires 12/31/95

\$1.00 OffA CARTON OR 4 PACKS
OF ANY STYLE
PARLIAMENT LIGHTS

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CELEBRATE THE PERFECT RECESS WITH A FREE
ESPRESSO/CAPPUCCINO MAKER!

With pack proofs of purchase.

OF - version 1

Mr. Sample A. Sample
123 Main Street
Apt. 123
Anytown, US 12345-6789
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Dear Sample A. Sample:

You know firsthand there's no better way to kick back than with the refreshing taste of Parliament Lights and its unique recessed filter. And since you're someone who appreciates relaxing moments like these, we're giving you many ways to make them even more special. It all begins with the attached coupon worth \$1.00 off your next purchase.

And the offers continue with special gifts for you.

We've found the perfect way to cap off the Perfect Recess moment. How does a refreshing cappuccino or an invigorating espresso sound? Thanks to our FREE ESPRESSO/CAPPUCCINO MAKER (with pack proofs of purchase), you could be sipping these wonderful coffee creations in the comfort of your home. Designed in contemporary white, this state-of-the-art machine is a stylish addition to any kitchen.

Plus, we're also offering you DEMITASSE ESPRESSO CUPS AND SAUCERS beautifully crafted in Parliament blue porcelain. They're the perfect complement to our espresso maker. And they're yours FREE, simply for collecting pack proofs of purchase. For all the details on The Parliament Espresso Collection, take a look at the enclosed order form.

Here's your chance to keep enjoying these great offers.

The many rewards of being a Parliament smoker are too good to miss out on. To keep receiving Parliament mailings filled with special savings and gift offers, all you have to do is complete and return the enclosed survey before 12/31/95.

We look forward to hearing from you!

Sincerely,

Shelby Rafferty
Parliament Lights

P.S. Remember to use the attached coupon. It's a great way to save money on the smooth, refreshing taste of Parliament Lights and start saving proofs of purchase for your espresso/cappuccino maker and demitasse cups.

PLD-OF-LTR

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